## Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application:

## Listing of Claims:

1.      (Amended)  A network system comprising:

an analysis engine to interact with a user profile server, a user data collection point and a content management system, the analysis engine to perform an analysis in real-time to generate a recommendation that is associated with a recommended item, the recommendation to include a plurality of content types;

the data collection point to provide data to the analysis engine;

the user profile server to provide user data to the analysis engine;

the content management system to manage the recommendation that is associated with the recommended item and includes the plurality of content types, wherein the plurality of content types includes at least a first content type and a second content type;

a first service point to retrieve a first content type from the content management system, the first content type being included in the recommendation that is associated with the recommended item, the recommendation being personalized for a plurality of users, wherein and the first content type is associated with the recommended item and is being personalized

for a first user; and

a second service point to retrieve a second content type from the content

management system, <u>the second content type being included in the</u>

<u>recommendation that is associated with the recommended item, the</u>

<u>recommendation being personalized for the plurality of users,</u> ~~wherein~~ <u>and</u> the

second content type ~~is associated with the recommended item and is~~ <u>being</u>

personalized for a second user.

2.      (Canceled).

3.      (Previously presented)  The network system of claim 1, wherein the first service

point may be utilized for an at least one of communicating a recommendation for a live

agent to a live agent desktop, supporting a request to route data, supporting a request

for a live agent assignment, and an providing an outbound campaign service.

4.      (Original)  The network system of claim 1, wherein the analysis engine is to

collect data from a plurality of customer contact points.

5.      (Original)  The network system of claim 1, wherein the user profile server

includes one of static profile attributes and dynamically generated attributes.

6.      (Previously presented)  The network system of claim 5, wherein input from one

of a first live agent and a second live agent updates one of the static profile attributes

and the dynamically generated attributes.

7.      (Canceled).

8.      (Previously presented)  The network system of claim 1, further comprising:

a client request that is communicated to the analysis engine to trigger the

analysis engine to perform the analysis in real-time to generate the

recommendation.

9.      (Original)  The network system of claim 1, wherein the user profile server is

coupled to a data repository for service data and metadata.

10.     (Amended)  The network system of claim 1, wherein the user profile server, the

analysis engine, and the content management system ~~operat~~ operate on at least one of a

local and remote server.

11.     (Amended)  A method comprising:

receiving a customer profile, preferences and data wherein the customer

profile, the preferences and the data are utilized to perform an analysis in real-

time to generate a recommendation that is associated with a recommended item,

the recommendation to include a plurality of content types;

managing the plurality of content types for a plurality of service points,

wherein the plurality of content types ~~includes~~ include at least a first content

type and a second content type;

retrieving the first content type by a first service point, the first content

type being included in the recommendation that is associated with the

recommended item, the recommendation being personalized for a plurality of

users, ~~wherein~~ and the first content type ~~is associated with the recommended~~ ~~item and is~~ being personalized for a first user; and

retrieving the second content type by a second service point, the second content type being included in the recommendation that is associated with the recommended item, the recommendation being personalized for the plurality of users, ~~wherein~~ and the second content type being ~~is associated with the~~ ~~recommended item and is~~ personalized for a second user.

12.     (Previously presented)  The method of claim 11, further comprising:

receiving data from a plurality of customer contact points.

13.     (Original)  The method of claim 11, wherein the customer profile is provided by a user profile server coupled to an analysis engine.

14.     (Original)  The method of claim 12, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

15.     (Original)  The method of claim 14, further comprising:

updating one of the static profile attribute and the dynamically generated attribute.

16.     (Canceled).

17.     (Previously presented)  The method of claim 12, wherein the user profile, the analysis engine, and the content management system are operated on at least one of a local server and a remote server.

18.    (Amended)  A machine readable storage media containing executable program instructions which when executed cause a digital processing system to:

receive a customer profile, preferences and data wherein the customer profile, the preferences and the data are utilized to perform an analysis in real-time to generate a recommendation that is associated with a recommended item, the recommendation to include a plurality of content types;

manage the plurality of content types for a plurality of service points, wherein the plurality of content types includes a first content type and a second content type;

retrieve the first content type by the first service point, <u>the first content</u> <u>type included in the recommendation that is associated with the recommended</u> <u>item, the recommendation being personalized for a plurality of users,</u> ~~wherein~~ <u>and</u> the first content type ~~is associated with the recommended item and is~~ <u>being</u> personalized for a first user; and

retrieve the second content type by the second service point, <u>the first</u> <u>content type being included in the recommendation that is associated with the</u> <u>recommended item, the recommendation being personalized for the plurality of</u> <u>users,</u> ~~wherein~~ <u>and</u> the second content type ~~is associated with the recommended~~ ~~item and is~~ <u>being</u> personalized for a second user.

19.    (Previously presented)  The machine readable storage media of claim 18, wherein

the method further comprises:

managing the plurality of content types for a plurality of service points.

20. (Original) The machine readable storage media of claim 18, wherein the method further comprises:

collecting data from a plurality of customer contact points.

21. (Original) The machine readable storage media of claim 19, wherein a user profile server is coupled to an analysis engine and a content management system, the content management system manages the plurality of content types.

22. (Original) The machine readable storage media of claim 21, wherein the user profile server includes one of static user profile attributes and dynamically generated attributes.

23. (Previously presented) The machine readable storage media of claim 22, wherein the method further comprises:

updating one of the static profile attribute and the dynamically generated attribute.

24. (Canceled).

25. (Previously presented) The machine readable storage media of claim 22, wherein the user profile server, the analysis engine, and the content management system are operated on at least one of a local server and remote server.

26. (Previously presented) The method of claim 1, wherein multiple content types

may be retrieved by a single user.

27. (Previously presented) The method of claim 1, wherein the first content type

includes content for live agent assistance and the second content type includes content

for customer self-service.

28. (Previously presented) The method of claim 1, wherein the content management

system includes a plurality of content collections.

29. (Previously presented) The method of claim 28, wherein the content

management system utilizes the plurality of content collections to control access to the

plurality of content types.

30. (Amended) A network system comprising:

a first means for interacting with a second means, a third means and a

fourth means, the first means for performing an analysis in real-time to generate

a recommendation that is associated with a recommended item, the

recommendation to include a plurality of content types;

the third means for providing data to the analysis engine;

the second means for providing user data to the analysis engine;

the fourth means for managing the recommendation that is associated

with the recommended item and includes the plurality of content types, wherein

the plurality of content types includes at least a first content type and a second

content type;

a fifth means for retrieving a first content type from the fourth means, <u>the</u>

<u>first content type being included in the recommendation that is associated with</u>

<u>the recommended item, the recommendation being personalized for a plurality</u>

<u>of users,</u> ~~wherein~~ <u>and</u> the first content type ~~is associated with the recommended~~

~~item and is~~ <u>being</u> personalized for a first user; and

a sixth means for retrieving a second content type from the ~~content~~

~~management system~~ <u>fourth means,</u> <u>the second content type being included in the</u>

<u>recommendation that is associated with the recommended item, the</u>

<u>recommendation being personalized for the plurality of users,</u> ~~wherein~~ <u>and</u> the

second content type ~~is associated with the recommended item and is~~ <u>being</u>

personalized for a second user.